

recognition|pr
design
STUDIO

DESIGN SERVICES
PRINT & DIGITAL



OUR PROCESS IS SIMPLE



UNDERSTANDING
THE PROBLEM



VISUALISING
AND CRAFTING



REFINING



DELIVERING
RESULTS

Our experienced in-house digital and design team works alongside our client account teams to understand your needs, brainstorm solutions, craft a unique and creative work that will suit your brand, engage your audience and most importantly, deliver you results.

SERVICES

Our in-house design studio gives you access to a full suite of design and copywriting services.

DIGITAL DESIGN:

Websites

Design and development of mobile responsive websites, landing pages, microsites, e-commerce solutions and blogs

Electronic direct mail

Design and development of responsive eDMs, newsletters, invitations and marketing content downloads

Online marketing

Develop and manage social media, search engine marketing (SEM) and other digital campaigns

Optimisation and analytics solutions

Search engine optimisation (SEO), web analytics and website auditing services

PRINT DESIGN:

Brand identity

Logo design and brand development, corporate stationary, brand and style guides

Editorial design

Annual reports, index, brochures, flyers, product sheets, newsletters, manuals

Promotional design

Marketing collateral, press ad campaigns, point of sale, direct mail, cards and corporate gift, presentations, infographics

Events

Exhibition signage, pull up banners, invites, merchandising

Marketing and sales collateral

Posters, brochures, product sheets

Packaging

Label design, product range



To find out more, see our portfolio, or talk to us about getting your brand message across simply and clearly.

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www.recognition.com.au



DO YOU HAVE A MOBILE APP FOR EXPENSES?

Mobile apps let employees:

- access and manage itineraries
- capture receipts
- submit expenses

ITS ORGANISATIONS GET FROM AUTOMATED EXPENSE MANAGEMENT SYSTEM

- 26% increase visibility of policy spend
- 24% increase cost efficiencies
- 26% improve reporting
- 22% improve employee productivity

Concur ANZ spend management index

Concur interviewed 104 Australian senior finance and management decision makers on attitudes around managing employee expenses

CAPTURING TRAVEL AND EXPENSES

- 27% uses paper-based reports
- 11% uses spreadsheets
- ONLY 15% uses an automated system

SUPPORT

Specialized services for various business needs.

SUBSCRIPTION

Flexible pricing models for different user counts and usage levels.

Our benefits include:

- 24/7 customer support
- Regular software updates
- Integration with other business systems

Digitize help center now!

Get an obligation-free initial consultation and report.

Complex creation and asset management. Get elegant solutions for technically demanding projects.

The key to creating, managing, and distributing digital assets effectively is to implement the best technology with the right people. Whether you need to integrate multiple systems and create assets to produce training content or professionally manage the massive growth of digital assets, **Digitize** can help.

Why should I change what I'm already doing?

- Reduce content creation costs
- Improve content consistency
- Streamline content approval
- Reduce content creation time
- Improve content discoverability
- Reduce content creation risk
- Improve content security
- Reduce content creation complexity
- Improve content quality

For a limited time, Digitize is offering an obligation-free initial consultation and report, valued at approximately \$1,000, at no charge!

See us at: #InfoWeek 2015, Booth #1000

TERADATA

Teradata Data Analysis Index

DATA HAS BECOME AN INDISPENSABLE ASSET FOR MOST BUSINESSES AND THE CAPTURE, STORAGE AND ANALYSIS OF DATA ARE KEY ISSUES FOR BOTH THE IT DEPARTMENT AND BUSINESS LEADERS

Teradata, a global provider of big data analytics and services, has found organizations that can effectively harness data to derive relevant business insights are more likely to improve their competitive edge and increase growth.

The Index found **88%** use **ANALYTICS TOOLS** to analyse data

THIS INDEX CAN IMPROVE:

- Customer relations
- Business decisions and processes

HOW ARE INSIGHTS BEING USED FROM DATA CAPTURED?

- 76% to improve customer relations
- 53% to improve business decisions and processes
- 53% to improve operational efficiency

HOWEVER, 18% DOES NOT USE INSIGHTS

MAJOR OBSTACLES TO CAPTURE AND ANALYZE DATA

- 41% lack of data
- 39% lack of skilled personnel
- 33% lack of budget

THE 1 THING COMPANIES WOULD WANT TO IMPROVE THROUGH BETTER USE OF INSIGHTS FROM CUSTOMER DATA

- 26% decrease customer complaints
- 24% increase revenue
- 20% increase customer loyalty

TERADATA

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Recognition PR is an Australian-owned public relations and marketing communication consultancy established in 1985 in the Australian and New Zealand IT and B2B markets.

Recognition PR helps clients manage communications with their many stakeholders including internal staff, customers, media and partners. Recognition's services range from print and digital design, strategic consulting to media relations and writing.

For more information visit: www.recognition.com.au

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